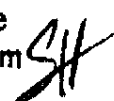


**CONFERENCE REPORT****DATE:** July 31, 1991**CLIENT:** Phillip Morris USA**BRAND:** Fortune**DATE HELD:** July 30, 1991**LOCATION:** Phillip Morris**PRESENT:****Client:** M. Moore  
L. Suwarna  
S. Reich  
J. Illies**Agency:** K. Glaser  
A. Spade  
S. Hissam**CC:** J. Bond, N. Carr, A. Lemon**OBJECTIVE:**

To review outdoor format, additional headlines, promotional concepts.

**DISCUSSION/AGREEMENTS:****I. Legal Discussion**

From discussion with Associate General Counsel David Davies, Client requested Agency to provide Illustrator's source for Frugal Freddy caricature.

**II. Headline Format**

Agency presented headline "Save a Fortune, Smoke a Fortune" in revised outdoor format as a quotation and with the "Frugal Freddy says..." introduction.

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Client/Agency agreed to pursue quotation headline in the outdoor format; however, Client/Agency to consider "Frugal Freddy says..." introduction in point-of-sale and direct mail media.

### III. Pack Registration

To emphasize the pack on the outdoor layout, Agency to consider:

- a color bar behind the pack
- a background color for entire board
- tilting pack/adding dimension à la *Merit*
- further reducing size of Frugal Freddy/Incorporating character in the type.

### IV. Additional Headlines

Client/Agency reviewed headlines (attached), agreed to omit "needn't" headline from the mix.

## **NEXT STEPS**

### **DUE W/O 7/28**

- Agency to address pack registration and messenger re-worked layouts to Client.
- Brand group to address legal issues of campaign concept (including promotions) with D. Davies.

### **DUE W/O 8/7**

- Agency to incorporate outdoor layout into point-of-sale and ROP.

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